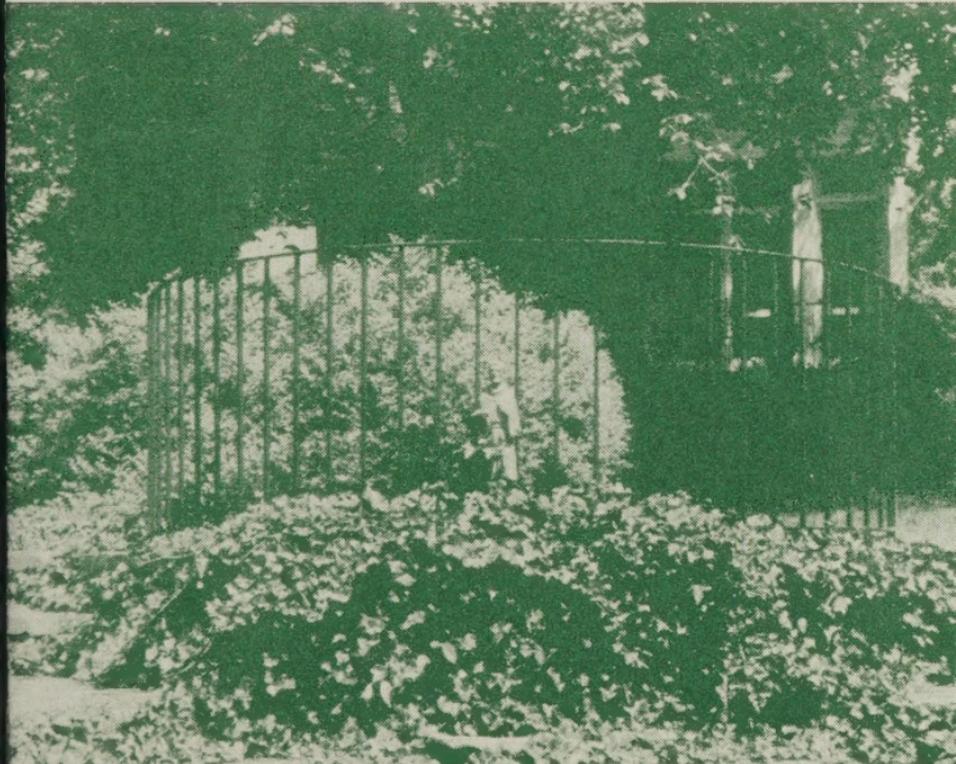


"the finest SHADY AREA GROUND COVER"

HARDY, VIGOROUS, EVERGREEN
FORREST KEELING QUALITY

BULGARIAN IVY

(*Hedra helix MBG* Bulgaria*)



*A Superb Vine—A Luxurious Emerald Carpet
for Your Home Grounds.*

Every now and again — once in a decade or once in 25 years — a new plant comes along that promises a revolution for the homegrounds. Such a plant is Bulgarian Ivy, a “find” from the fastness of the Balkan mountains. Among plantsmen, the finding, testing and introduction of a key garden plant can be considered a crowning achievement for a lifetime of labor. Credit for this horticultural triumph goes to Dr. Edgar Anderson, Director of the Missouri Botanical Garden at St. Louis. It was he who discovered Bulgarian Ivy (also known as “~~MGB~~ Bulgaria” after Missouri Botanical Garden) under a beech forest near the Rila Monastery in the Bulgar mountains.

Dr. Anderson brought this Ivy to St. Louis in 1934. Almost at once it proved itself for creating a “smooth green carpet” in shady locations where grass would not grow as well as in semi-shady areas where grass growth was weak. And subsequent plantings have proved it will tolerate in full sun. *Its performance as a vine on stone walls, buildings and tree trunks was no less satisfying.*

It possessed a vigor, ease of establishment, verdant foliage and robust growth habit in marked contrast to common

★ ★

†Bulgarian Ivy is not to be confused with Baltic Ivy, which is less vigorous in growth and has frozen to the ground.



Georgian architecture at its best graced with a superb broadleaf evergreen planting. The dominant feature in the planting is Bulgarian Ivy, used lavishly for edging walks, footings trees and facing the foundation planting.

Now even the most modest home can afford the abundant use of this wonderful plant.

(landscaping by Edith Mason)

English Ivy or the numerous selections of the latter.

The big question was hardiness. Dr. Anderson had been searching for a truly hardy Ivy when he found "MBG" Bulgaria. He knew the climate of the Bulgar mountains was harsh but he also knew that mid-continent America possessed severities that had proved the doom of many promising plants.

★ ★

Ivy. The latter has much smaller leaves, is far ground, when MBG Bulgaria stood up unflinchingly.

Year after year MBG Bulgaria withstood St. Louis' climatic worst. Torrid summers, frigid winters and every kind of weather freak failed to kill the plant but a few other ivies such as Baltic Ivy(†) also lived through. Then came the winter of 1951-52. This was a record-breaker and even Baltic Ivy was killed to the ground or badly damaged but MBG came through with flying colors! Dr. Anderson could finally say of Bulgarian Ivy, "We can now unhesitatingly recommend it as ironclad for the difficult St. Louis climate."

We have every confidence Bulgarian Ivy will be equally hardy throughout a broad belt of Central and Eastern and Northern states.

*MISSOURI BOTANICAL GARDEN, popularly known as Shaw's Gardens after the founder, Henry Shaw, is one of the oldest botanic gardens in the country, and one of the most famous in the world. It is one of two complete botanical gardens in America. The plants introduced by Shaw's Gardens during the past century have come from every corner of the globe and have helped to enrich and adorn the American landscape.

Among the host of rare plant "finds" and introductions by the Garden, we believe that Bulgarian Ivy alone will repay, in terms of improvement to the American home grounds, the endless trampings and searchings of MBG plant explorers over the past 100 years.



Right, Dr. Edgar Anderson, Director of Missouri Botanical Garden, who discovered and introduced Bulgarian Ivy. He is standing, with Hugh Steavenson, head of Forrest Keeling Nursery, on a "smooth, green carpet" of the ivy. Note also how the ivy clothes the tree-trunk in an evergreen sheath.

Year 'Round Verdure

Those who have seen Bulgarian Ivy in some of the fine St. Louis gardens luxuriating in the summer as ground cover, edging or as a vine would be completely satisfied if it did not possess evergreen qualities. But it does! Broadleaf evergreens are highly prized and much sought after by northern home-owners. There are so very few that are reliable. Here is one that has proven completely hardy and reliable.

In the winter landscape, when trees and shrubs are bare and grass is brown, MBG Bulgaria remains in full leaf.

Planting FORREST KEELING QUALITY BULGARIAN IVY

Bulgarian Ivy is about the simplest plant to set out. It is a good idea to work up the soil where the ivy is to be planted. Then simply open a two-inch hole with the fingers of one hand, drop the soil ball containing the roots into the hole and firm in with thumb and fingers. If for some reason the soil can't be worked up (if you are planting in a narrow strip between walk and wall or among tree roots, for example) a trowel is handy; otherwise, the fingers alone are better. In a prepared bed, 100 plants can be set in less than an hour by one person.

SPACING — For use as a vine, space 18 inches apart along wall, trellis or other support. For establishing ground cover you will have to let your pocketbook plus your haste to establish cover be your guide.

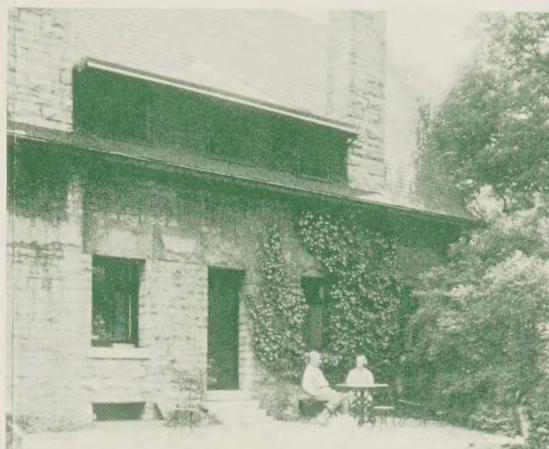
You will find ivy spacing recommendations vary from 8 inches to 2½ feet. A happy medium of 18 inches is sensible, and will afford ground cover in a single growing season under most conditions. A 10 ft. x 10 ft. area requires 44 plants at an 18 inch

spacing. Remember our plants are well established in 2½" plant bands, which means more "plant" than the usual 2 in. or 2½ in. pot plants.

Naturally if the ground is dry, water the plants in as soon as set.

SOIL AND SHADE REQUIREMENTS — Bulgarian Ivy is not fussy when it comes to soil. Like almost any plant, a fertile, moist but well-drained soil will encourage a more rapid, richer growth. If your soil is on the lean side, apply commercial fertilizer as you would for your garden. Peat Moss worked in the soil and used as a mulch is wonderful. Excellent results have also been obtained by using manure as a mulch, particularly the dehydrated, weed-free manure obtainable in bags at any garden or hardware store. Now a special merit of Bulgarian Ivy is its ability to thrive in deep shade. Here grass and weeds cannot grow and the ivy has its own way. But it will do equally well in semi-shade. Surprisingly enough, it will grow (but not quite so luxuriantly) in open sunlight. In fact, our own stock beds are in almost full sun.

TIME TO PLANT — Our Plants are grown in plant bands and can be set out any time in the spring, early summer or fall. When your order is received, we will ship immediately or as soon as planting conditions in your locality are favorable.



Dr. and Mrs. Anderson relaxing in their patio. The background is Bulgarian Ivy which adds much charm to the wall, and a refreshing, cooling atmosphere to the garden.



A most satisfying use of Bulgarian Ivy is at the base of trees where grass will not grow and to clothe the trunk. The ivy in no wise harms the tree and only enhances its beauty.

A Labor-Saver

Dr. Anderson recognized three key features of Bulgarian Ivy which were important to the economy of the Missouri Botanical Garden: ". . . Brings green into the winter landscape; seems in keeping with our old stone walls and iron fences; reduces maintenance expense."

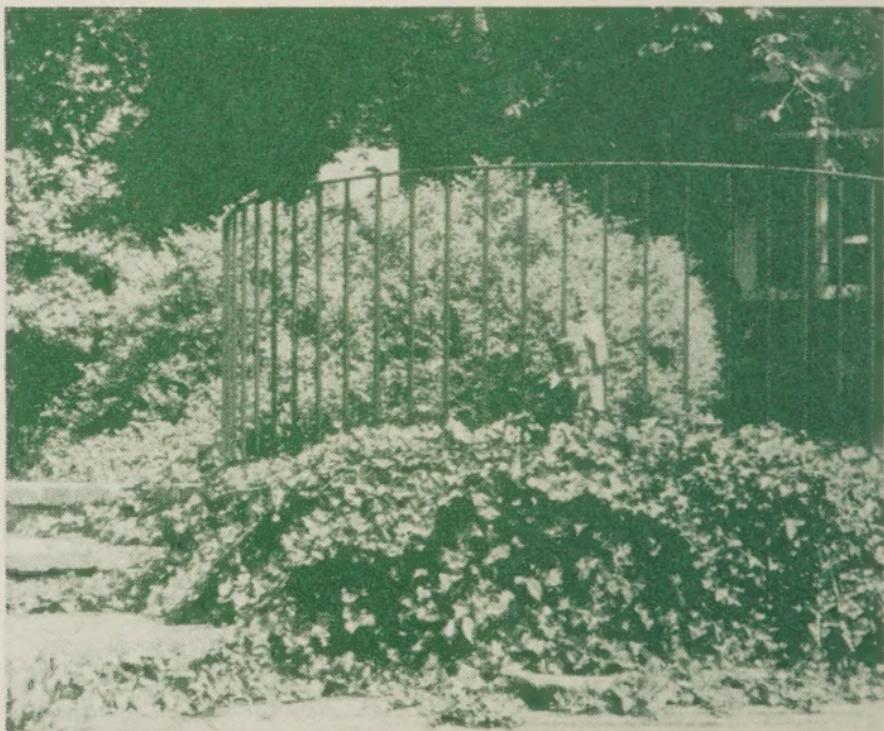
As a ground cover, MBG Bulgaria grows so closely-knit that weeds are effectively suppressed. Mowing is eliminated and when the ivy is used as an edging the particularly tedious hand work of trimming lawn edges is reduced or eliminated. Bulgarian Ivy should be cultivated or mulched until established, but thereafter it can prove a great boon to the home-owner who is short on labor, or who prefers other summer activities than constant mowing and clipping of lawn edges and corners.

BULGARIAN IVY FEATURES that will appeal to home-owners:—

- **Most Hardy and Vigorous of outdoor ivies.**
- **Evergreen throughout year.**
- **Completely charming against stone walls, iron fences, ground areas.**
- **Reduces lawn maintenance expense.**
- **Rapid cover — especially important "when funds are slim and space is large."**
- **Attention free — no fussing and pampering required. Pest free.**
- **Restricted height growth — not over 6 inches as ground cover.**
- **Surveys have shown that nearly every home — old or new — has a definite need for the kind of ground cover that Bulgarian Ivy provides so superbly. Examine your own premises and you will see where this plant can enhance the beauty and livability of your own home and grounds.**



Bulgarian Ivy in full sun! This photo was taken in mid-summer after 10 days of record-breaking heat. Yet the plants did not flinch.



Iron and stone-work in the garden is richly embellished with Bulgarian Ivy — 12 months of the year.

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Quantity Prices

FORREST KEELING QUALITY BULGARIAN IVY

Our object is to bring you well-grown and vigorous plants of this wonderful ivy at a cost that will permit you to use it freely. We have found we can produce quality plants most economically in our cypress plant band. We grow the plants in the famous "John Innes" English compost which insures vigorous growth for you. Plants are packed to reach you in perfect condition and we guarantee that they will.

Price per six plants	3.25
Price per dozen plants	5.90
Price per 100 plants	29.50
Price per 1000 plants	246.00

(50 or more take 100 rate; 500 or more take 1,000 rate. Prices are F.O.B. Elsberry. On smaller orders of 6 or a dozen plants, add 10% to cover parcel post. Larger orders are best shipped express collect.)



Forrest Keeling

NURSERY

HUGH STEAVENSON, Prop.

ELSBERY, MO.

Originator and Developer of Multiflora Rose Fence.

